

**Subject:** FW: Sportie LA Anniversary  
**From:** Kim Sudhalter  
**Date:** 01/07/2016 10:59 AM  
**To:** Isack Fadlon <isackf@sportiel.com>, <brittany@sportiel.com>

Hey guys:

See below from John Darnell. Any more info you can send him about the history of the store??

K

Kim Sudhalter  
Urban Legend PR  
213.369.6062

----- Forwarded Message

**From:** John Darnell <[john.darnell@lacity.org](mailto:john.darnell@lacity.org)>  
**Date:** Thu, 7 Jan 2016 11:49:23 -0800  
**To:** Kim Sudhalter <[kim.sudhalter@urbanlegendpr.com](mailto:kim.sudhalter@urbanlegendpr.com)>  
**Subject:** Re: Sportie LA Anniversary

Hi Kim,

Thanks for the heads up, and Happy New Year to you! We are happy to get him a certificate of recognition for the anniversary. Here is the contact for the Mayor's office.

Do you have information about the history of the store? I'm having a hard time finding on their website. It'll help us write the certificate for them :)

<<http://www.lamayor.org/>> Yoomee Ha  
Central Area Representative  
Office of Los Angeles Mayor Eric Garcetti  
(213) 978-0662 <tel:%28213%29%20978-0662>  
[yoomee.ha@lacity.org](mailto:yoomee.ha@lacity.org)

Thanks,

John Darnell  
District Director  
Office of Los Angeles City Councilmember Paul Koretz  
Westside Field Office: (323) 866-1828  
Valley Field Office: (818) 971-3088  
Email: [john.darnell@lacity.org](mailto:john.darnell@lacity.org)  
Have you signed up to receive Councilmember Koretz's e-newsletter? To subscribe, click here  
<<http://cd5.lacity.org/NEWSLETTERSIGNUP/index.htm>>

CONFIDENTIALITY NOTICE

\*\*\*\*\*

This e-mail is intended only for the party to whom it is addressed as it may contain privileged or confidential information. If you are not the intended recipient, you are hereby notified that any use, dissemination or copying of this transmission is prohibited. If you have received this transmission in error, please notify the sender immediately and delete this e-mail and any copies.

\*\*\*\*\*

On Thu, Jan 7, 2016 at 10:53 AM, Kim Sudhalter <[kim.sudhalter@urbanlegendpr.com](mailto:kim.sudhalter@urbanlegendpr.com)> wrote:

Hi John:

Happy New Year. Hoping you can help me with this. Sportie LA is celebrating its 30 year anniversary this year. They are drafting the attached press release and would love to get a quote from Councilman Koretz as to the importance of

independent stores such as Sportie LA to the fabric of Los Angeles retail, and a congratulations for 30 years of being in business on Melrose Ave.

In addition, Isack would love to get a proclamation from Koretz's office, making the congratulations official. We could set up a little photo opp at the store or a local business where we photograph Koretz handing the proclamation to Isack with the whole BID Board in attendance.

Would you be the right person to help us with this, or is there a PR person I should be reaching out to? And do you know who I should contact at the Mayor's office for the same thing?

Thanks for your help!

Best,  
Kim

Kim Sudhalter  
Urban Legend PR  
213.369.6062 <tel:213.369.6062>

----- End of Forwarded Message